Michael Walsh

Inspector Transport and Vehicle Risks Policy
Health and Safety Authority







MANAGING DISTRACTION

Tackling Killer Driver Behaviour Driving for Work Seminars
October 2017









You're four times more likely to have a crash when you're on a mobile phone







Drivers distracted by many things

- Environment outside
- Eating
- Smoking
- Drinking
- Grooming
- Data loggers
- Music players
- Satellite navigation
- Portable electronic devices
 - Mobile phones
 - Smart phones [web access]





#DontStreamAndDrive

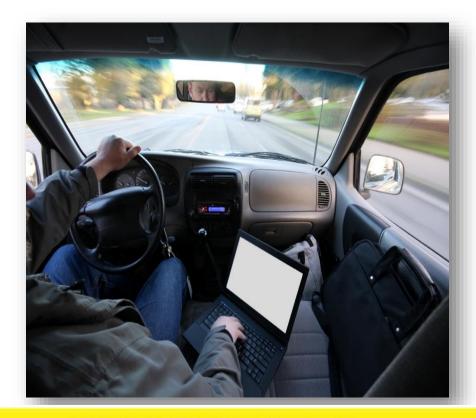






Nature of in-vehicle distraction

- Cognitive
- Physical
- Visual
- Auditory



KEEP YOUR EYES ON THE ROAD

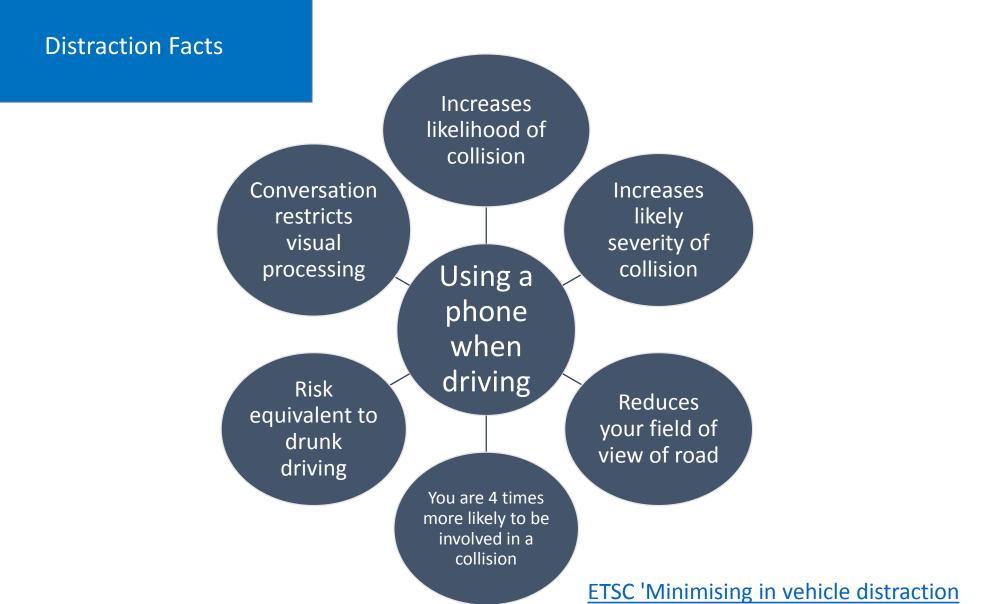
KEEP YOUR HANDS ON THE WHEEL

KEEP YOUR MIND ON WHAT YOU ARE DOING. DRIVING





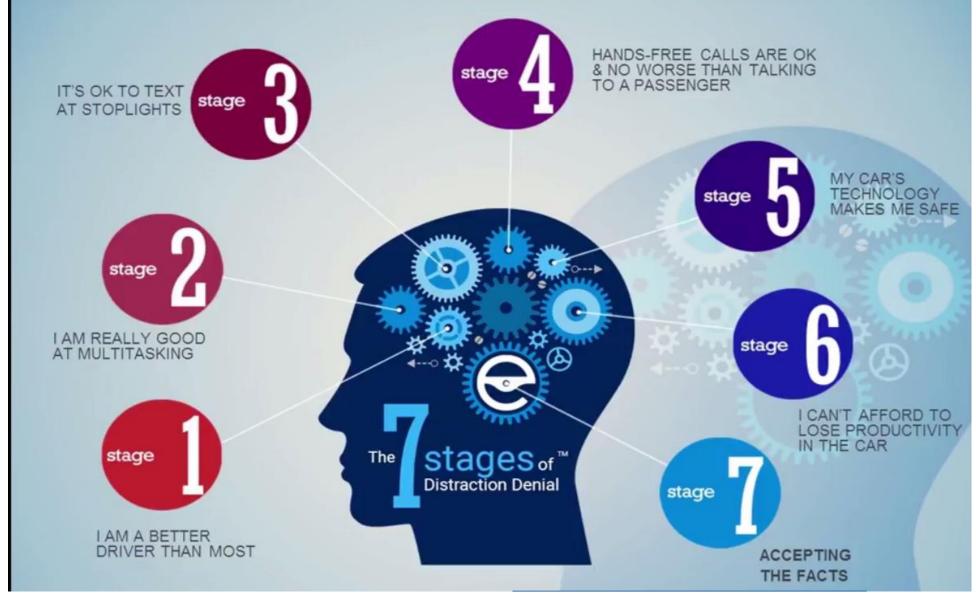










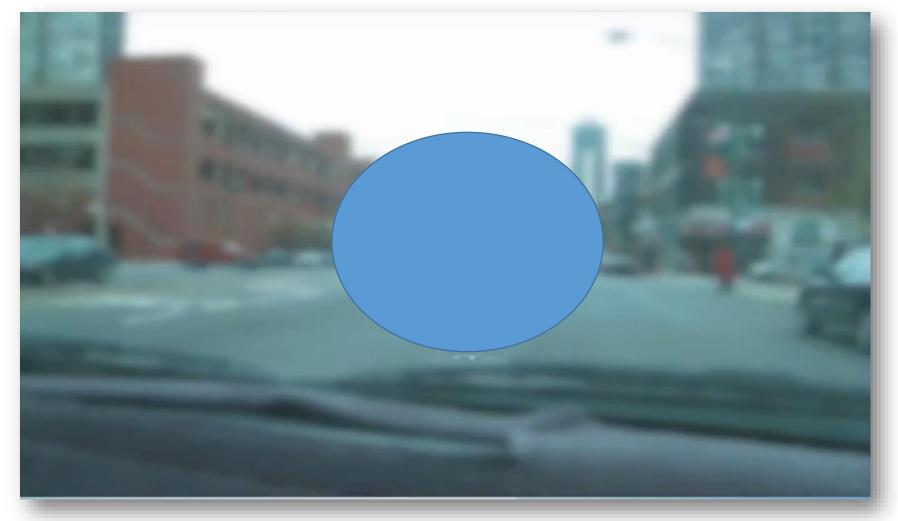


https://www.edriving.com/sevenstagesofdenial/webinar/









You have a limited window of view when you drive.

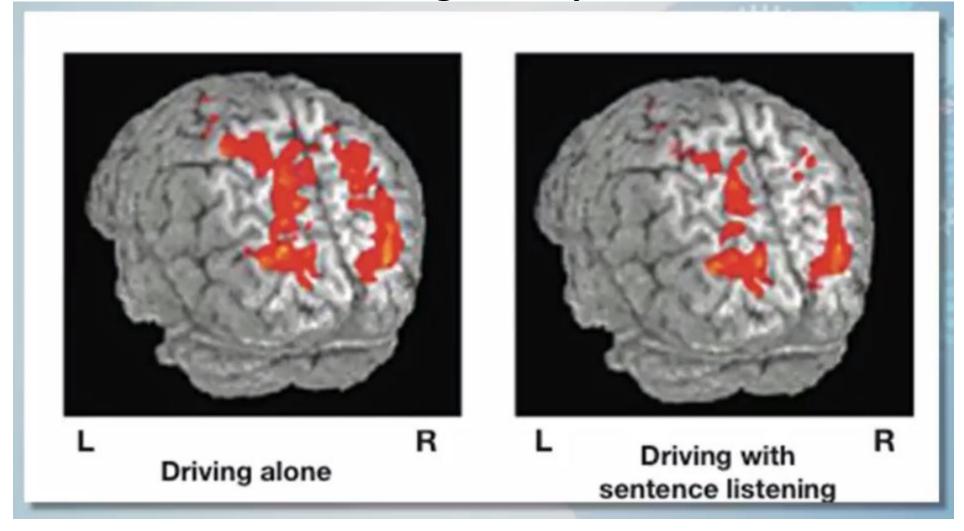
Situational awareness: you build up a hazard map of things as you drive. Taking eyes off road interrupts this process and results in interruption in situational awareness process







Multitasking is not possible!

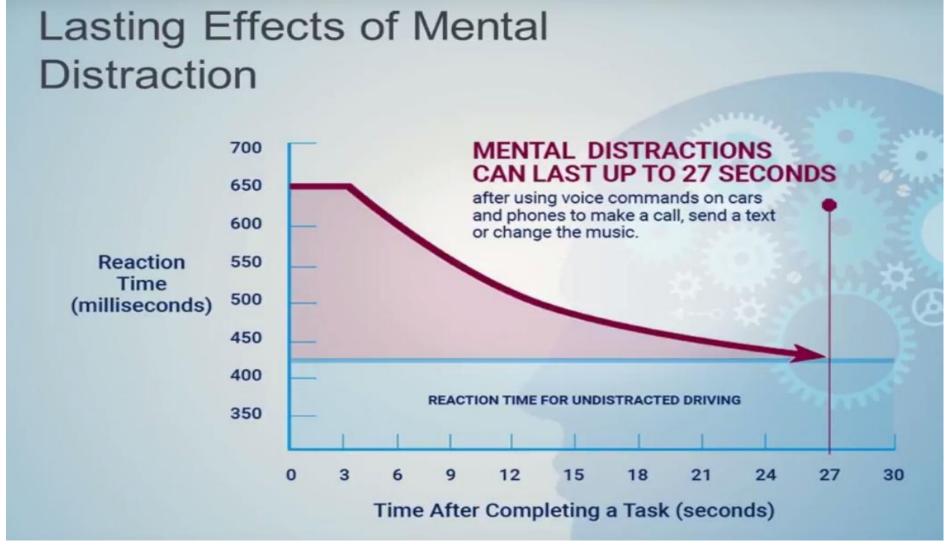


Task switching is what actually happens









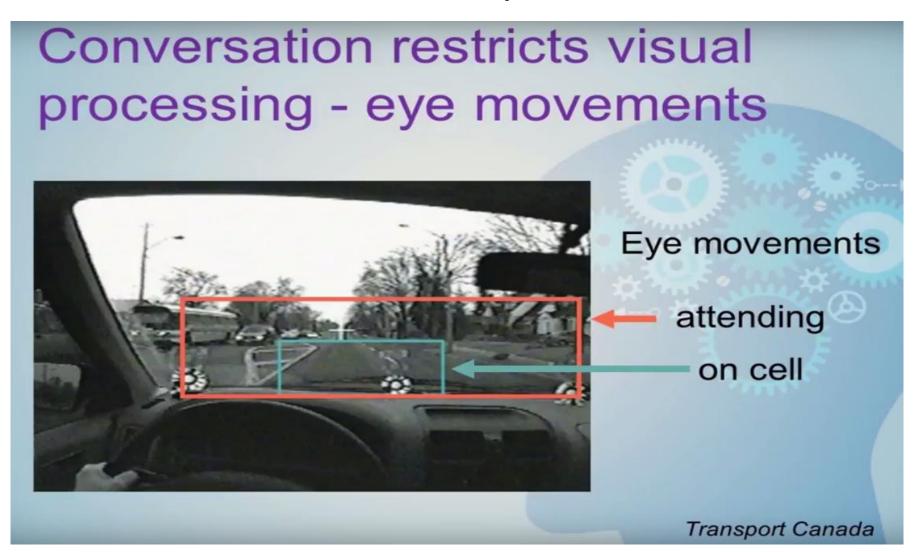
Impact of call or text lasts up to 27 seconds after event







Visual aspect



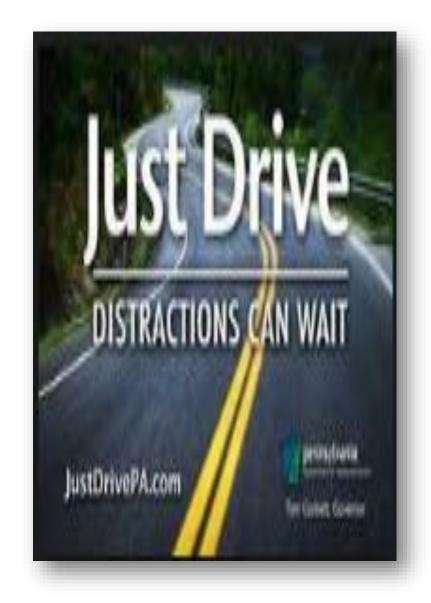






Physical Impact

- The driver has to use one or both hands to manipulate the device
- (e.g. dialling a number on the mobile phone)
- instead of concentrating on the physical tasks required for driving (e.g. steering, changing gear, etc.)









Impact of in-vehicle distractions?

 How many road collisions do you think have distraction as one of the contributory factors?

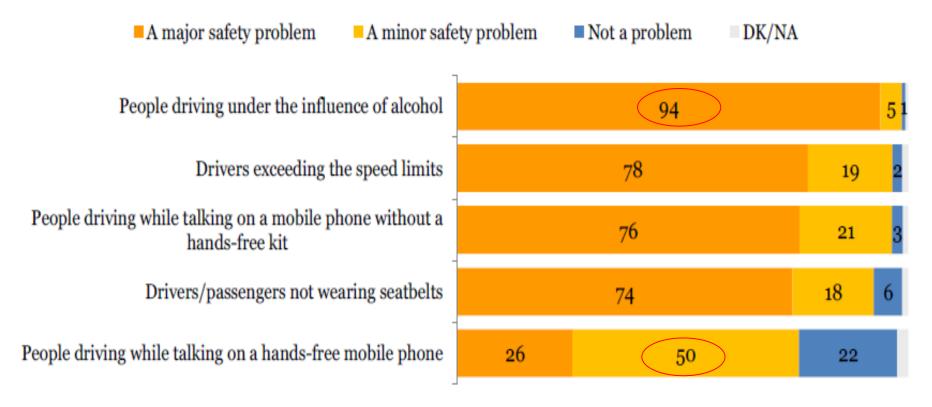
20-30%







Perceptions about the seriousness of road safety problems



Q2. In terms of road safety, do you feel the following constitutes a major safety problem, a minor safety problem, or is not a problem [IN OUR COUNTRY]?

Base: all respondents, % EU27

European Commission Road Safety Eurobarometer 2010







Distracted Driving Policy

- Outline the aims of your policy
- Emphasise Management's commitment to this policy
- Refer to the relevant legislation and guidelines
- Give an overview of the business
- Who does the policy apply to?
- What consequences for non-compliance?
- Explain how you will enforce the rules
- Give details of resources and responsibilities

Suggested wording for a distractions policy:

"Employees' welfare and safety is paramount to [organisation]. Therefore employees must not make or receive calls, or use mobiles or other devices (aside from pre-programmed sat-navs) in any way while driving, such as to send or read texts or emails, access internet or apps or social media."







Managing Distraction Risk – Best Practice

Clear policy and rules:

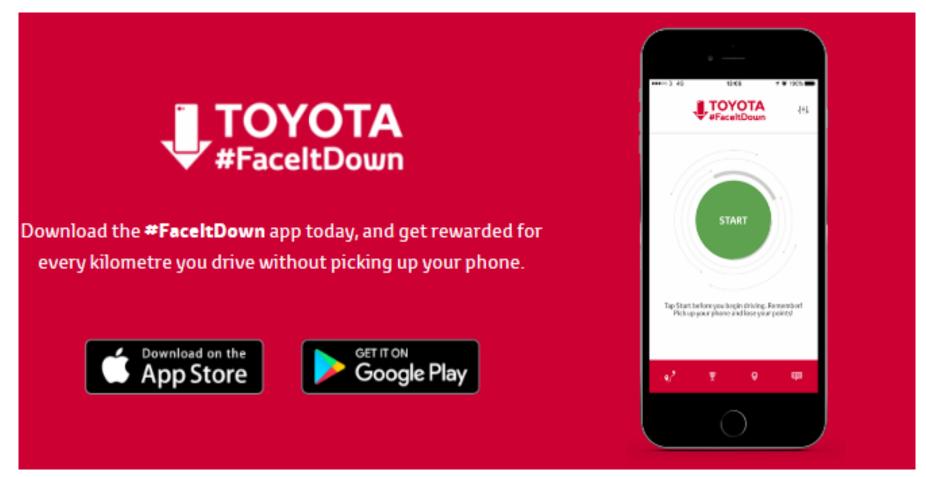
- "employees <u>must not</u> make or receive calls or <u>physically interact</u> with mobile or smart phones or other portable devices when driving for work"
- Voicemail message to reinforce
- Work planning and call support for mobile workers
- Plan journey: Stop to make calls
- The golden rule: "Engine on, phone off"







Apps to prevent distracted driving



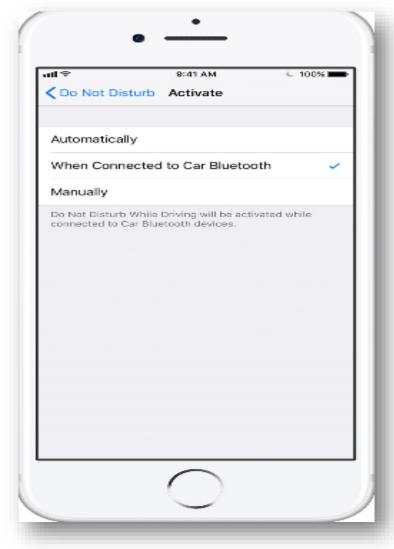
http://faceitdown.ie/







Do Not Disturb while driving feature



Apple IOS 11

You can customize how Do Not Disturb while driving works.

- •Automatically: Your iPhone uses information like motion detection and network connections to sense that you might be driving, and turns the feature on.
- •When Connected to Car Bluetooth: Do Not Disturb while driving starts when your phone connects to your car's hands-free system.
- •Manually: Use Control Center to turn on Do Not Disturb while driving before you begin.







Company voicemail message

Suggested wording for a voicemail message: "Hello, you have reached [name] from [organisation]. I may be driving and therefore unable to answer the phone. Please leave a message and I will call you back as soon as I am free and it is safe to do so. If you need an immediate response, please call [alternative designated number].

Leave the phone alone

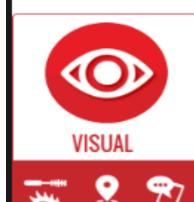






Risk Management indicators

THE THREE TYPES OF DISTRACTED DRIVING AND HOW TO AVOID THEM



Keep your eyes on the road.

Pull over to read directions.

Put your phone in "Do Not Disturb" mode.





Keep your phone out of reach.

Make all adjustments before driving.

Don't reach for items while driving.



Avoid phone calls, even hands-free.

Stay focused on the road.

Keep your emotions in check.







Thank You

More information and resources at

www.drivingforwork.ie







Noeleen McCool

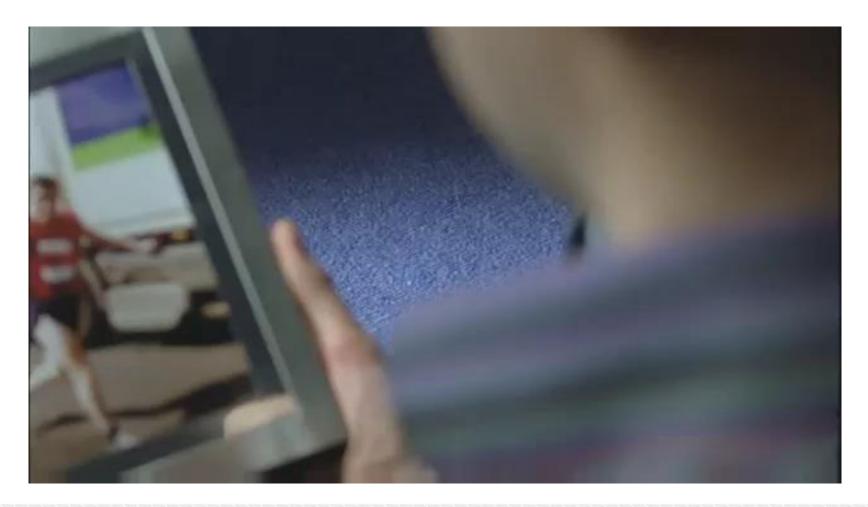
Education Manager Road Safety Authority







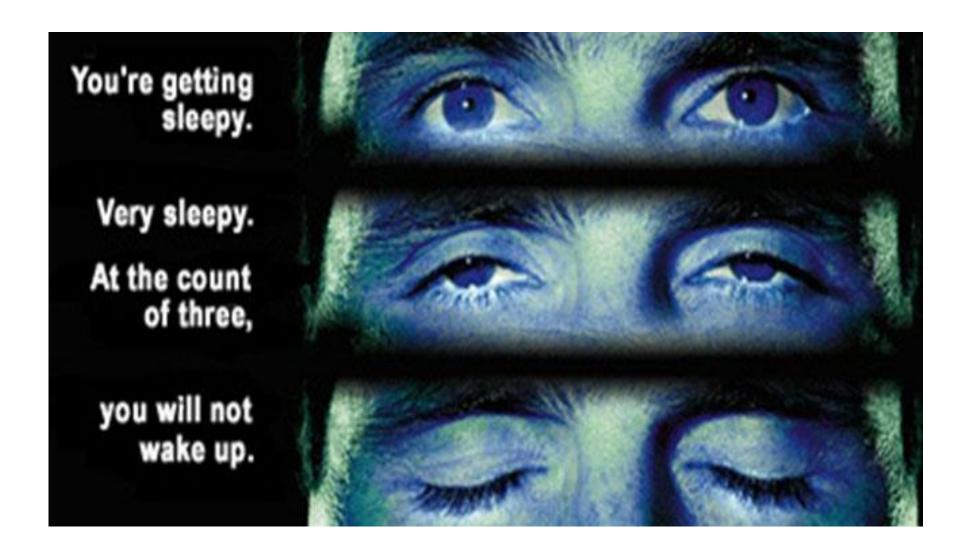
Fran Mitchell







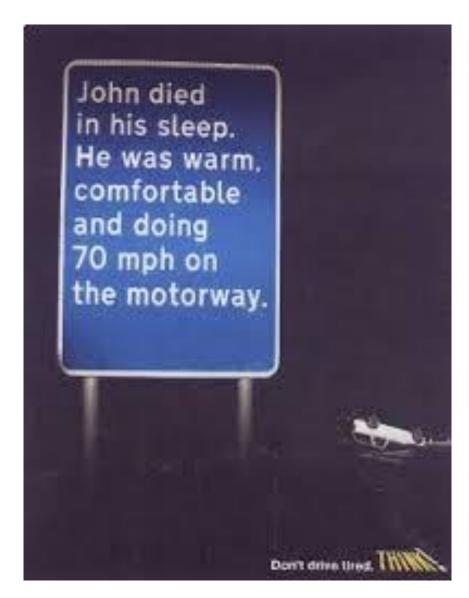




















Driver Tiredness – The Facts

Research has shown that tired drivers are a major road safety risk, both to themselves and to others. The extent of the problem is only now starting to be understood:

- Across Europe at least 4,000 people are killed each year as a result of driver tiredness.
- Research indicates that driver fatigue could be a contributory factor in 1 in 5 driver deaths in Ireland.
- Tiredness –related collisions are 3 times more likely to result in death or serious injury because of the high impact speed and lack of avoiding action.
- These collisions tend to occur when our body rhythms are at a natural low point during the early hours of the morning typically between midnight and 6am and late afternoon.
- In the early morning a motorist is 13 times more likely to have tiredness-related collision as someone who is driving in the middle of the morning or early evening.







Fatigue Facts

Major factor in 20% of commercial transport crashes in Europe

Crashes typically involve vehicles running off the road or into the back of another vehicle

Tend
to be high-speed crashes, because drivers do not brake
before crashing







Driver Fatigue – Who's at risk

We are all at risk from driver tiredness, but research has shown the following to be at particularly high risk:

- Night workers
- People driving home after a night shift (in the early morning)
- Lorry Drivers
- Company car drivers
- Men, particularly those aged 18-24 and 50+
- Skilled manual workers







Characteristics

- Slower reaction times,
- Diminished steering performance,
- difficulty keeping a safe distance from the vehicle in front,
- increased tendency to withdraw mentally from the driving task
- ultimately a greater chance of falling asleep

You cannot fight fatigue









When is fatigue most likely?

- On long journeys
- Between midnight and 6am and late afternoon
- After having less sleep than normal
- After drinking alcohol or a heavy meal
- After taking medicines which cause drowsiness
- On journeys home after a very long working day or long flight.







Preventing Driver Fatigue

- Remedy any sleeping disorder such as sleep apnoea
- Sleep well before a long journey
- Avoid the most dangerous times for driving if possible
- Don't drive over the allowed distances and times
- Take a short break every 2 hours
- Stop driving if you feel tired
- Discuss any concerns with your manager









Sleep Apnoea









Fatigue Management Plan

- Policies for scheduling employee work time
- Policies that specifically defined "fitness for work" that include fatigue
- Access to medical and other appropriate assistance
- Authorisation for staff to make alternative arrangements when a driver is not fit for duty











Measures to tackle driver fatigue

Measure to tackle driver fatigue	
Reduce road journeys	 Avoid driving by: Using the phone, email, video-conferencing or public transport to do business Car-sharing to reduce number of journeys you take
Avoid the most dangerous times	 Avoid driving: At night, (especially after a long shift) After drinking alcohol After taking medicine that makes you drowsy In poor weather conditions
Reduce your driving time	 Take a break at regular intervals or after every two hours of driving Follow any safe or legal limits set by your employer on maximum driving distances and journey times. Make sure you comply with drivers hours and tachograph rules, if you are subject to them.







Preventing Driver Fatigue

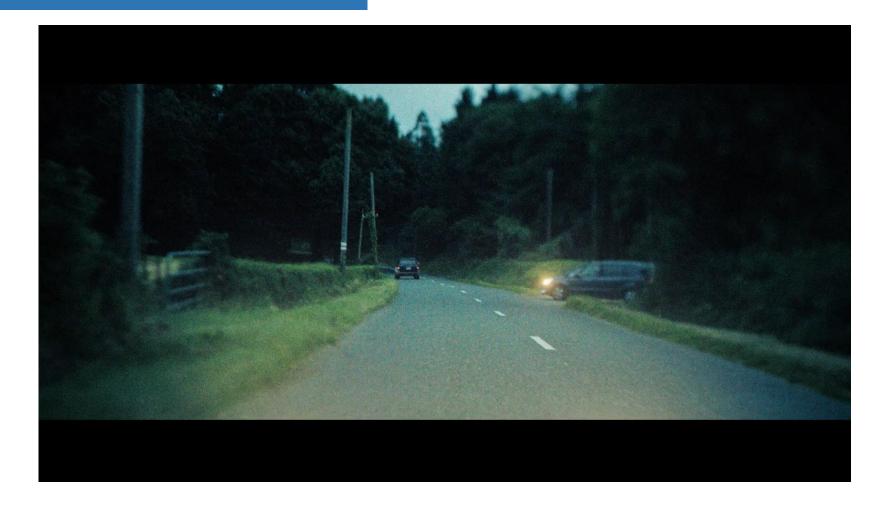
Measure to tackle driver fatigue	
Reduce your driving time	 Resist the temptation to carry on if you feel tired If possible, share the driving with a colleague If necessary, plan an overnight stop into your work schedule
Make sure you are well rested	 Avoid driving when you would normally sleep Make sure you get plenty of sleep before a long drive Keep meals light during or immediately before you drive. Heavy meals can make you drowsy.
Stop if you feel tired	 If you start to feel tired: Find somewhere safe to stop (not the hard shoulder) Take two strong caffeine drinks and have a 'catnap' for 15-20 minutes Find somewhere suitable to sleep overnight, if necessary
Discuss concerns with your manager	If you are concerned about your driving hours, journeys or schedules or if you find yourself driving when too tired, discuss this with your line manager.







Driver Fatigue AD

















Thank You

More information and resources at

www.drivingforwork.ie







Superintendent Con O'Donohue

Garda National Roads Policing Bureau An Garda Síochána







Seat belts and restraints

"The most basic form of road safety"







Precious Cargo

















Seatbelts save lives

- For drivers and passengers, wearing a seat belt is crucial to protecting yourself.
- Doing up your a seat belt takes seconds but can easily save your life, by stopping you from being thrown out of or around the vehicle in a crash.
- Wearing a three-point seat belt halves your risk of death in a crash.
- Lap-belts aren't nearly as safe as three-point belts, although they are better than nothing. It's safest to ensure three-point belts are available for everyone.
- If seat belt wearing rates were raised by 1% in the UK, the prevented casualties would save the economy £14.4 million a year.







Facts on Seatbelt wearing

- 7,300 detections for no safety belt YTD
- Nearly 25% of vehicular fatalities were not wearing a seat belt at the time of the collision
- This may rise as investigations progress
- But...above a certain speed, it won't matter..

















Key Advice

- Before setting off, make sure you and your passengers are belted up, in the front and back, and stay belted up for the duration of the journey.
- Make sure you have enough three-point seat belts for everyone travelling in your vehicle and never squeeze extra people in without belts, or sharing the same belt.

- Adjust your head restraints so the top is about level with the top of your head and right up against the back of your head, so your head won't be able to fly backwards if you're in a crash.
- If you are carrying child passengers, use a child restraint appropriate for their size and weight if they are under 150cm tall or 36kg in weight, with the United Nations E mark or BS Kitemark.







What's Your Policy

- How committed are you to this policy?
- Refer to the legislation and guidelines relevant to your business and vehicle fleet
- Vehicle specifications
- Who does the policy apply to?
- What consequences for noncompliance?
- Explain how you will enforce the rules
- How is responsible for implementing?









Measures to Ensure Compliance

- Information and training
- Driver induction
- Traffic fines not paid by company
- Workplace signs
- Vehicle signs/stickers
- Seat belt campaigns
- Random audits

- Seat belt reminders for all seats
- Remove unnecessary seats in vehicles
- Authorised passengers only

















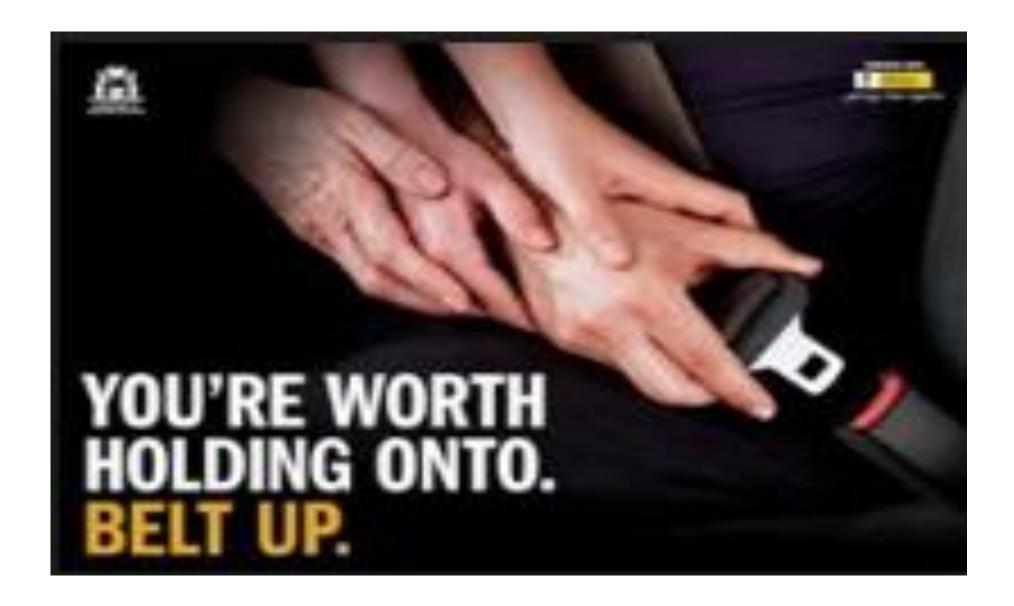
02 May 2011 22:02:15

GPS 000 kph Cleartone















Brian McGuire

General Manager GoSafe









'Road Safety Ambassadors' 5th October 2017









Agenda

- Safety Camera Objectives
- GoSafe II Overview
- The primary GoSafe Vehicle
- Driver, Third Party & Vehicle Safety
- Benefits Achieved
- 2018 Forward
- Questions







Safety camera objectives

Update









Safety Cameras Objectives

- Act as a deterrent to driving at excessive speeds
- Increase compliance with speed limits across the entire road network
- Reduce the speed of vehicles at locations that have a speed related collision history









Provision & Operation of Safety Cameras

- An Garda Síochána (AGS) in conjunction with the Department of Justice have issued 2 Request for Tenders (RFT).
- 2007 Request for Tender
 - Contract signed with AGS on the 20th November 2009
 - GoSafe I Service commenced on the 16th November 2010
- 2016 Request for Tender
 - Contract signed with AGS on the 17th August 2016
 - GoSafe II Service commenced on the 1st May 2017







GoSafe Overview

Update







Overview





- Headquarters
 - Listowel, Co. Kerry
- Business Continuity Centre
 - Limerick City
- Regional Centres
 - Cork
 - Dublin
 - Galway
- Nationwide Depots
 - 15 Primary Working Locations
- Operate 24 x 7 x 365
 - > 130 full time dedicated experienced employees

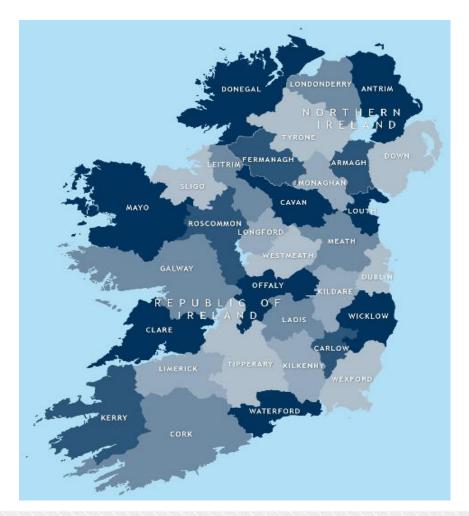






Overview





- Check Speed Compliance
 - 31,249,761 vehicles per annum
 - 2,604,147 vehicles per month
 - 600,957 vehicles per week
 - 85,616 vehicles per day
- How we check Speed Compliance
 - Complete > 4,500Monitoring Sessions per month
 - In > 1,031 Zones Nationwide







Safety Impact



Immediate impact on Road Safety

"24 lives are saved each year since 2011 because of the presence of safety cameras"

Derek Rafferty (Department of Transport)

*Excerpt from LIFE SAVERS NOT REVENUE RAISERS - SAFETY CAMERAS IN IRELAND: A COST BENEFIT ANALYSIS by Derek Rafferty (July 2014)









Accreditations & Awards

- Excellence through People accreditation.
- ISO 9001 Quality Management Certification.
- ISO 14001 Environment Management Systems.
- OHSAS 18001 Health & Safety Management.
- ISO 27001 Information Security Management System.
- Highly Commended NISO Safety Award National Irish Safety Organisation Occupational Safety Awards).

















Driver, third party and vehicle safety

Update









Driver Behaviour Management

Our Objectives

- GoSafe employees must always observe speed limits, follow the Rules of the Road, and respect other road users.
- Drivers for GoSafe must at all times remember that they are ambassadors for road safety and have a responsibility to drive safely and courteously.









Benchmarking Driver Safety

- How we learn
 - Accumulated learning from our QHSE Forum,
 - 7+ Years of Fleet Management and
 - 1.98 Million KM driven per annum
 - Addressing our gap analysis to ISO 39001 Road Traffic Safety Management Systems
 - Our goal is to complete certification in 2H2018
 - Best practice learning from RSA Road Safety Seminars
 - Implemented recommendations from the European Transport Safety Council 'Reducing Road Risk at Work through Procurement'.



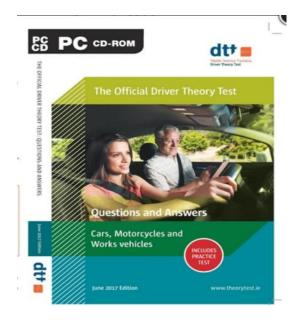






Driver Safety Culture I

- Safe Driver Induction Program
 - Driver Theory Test
 - An on the Road Practical Test
- Annual Re-certification
 - Driver Theory Test











Driver Safety Culture II

- Drive for Work Employees (Grey Fleet)
 - Annual Driver Theory Test
 - Relevant Vehicle Documentation (Insurance, NCT & Tax) and Driver (Driving Licence) is kept on respective employee(s) file(s)
 - We keep records of any endorsements or penalties reported by the employee







Driver Wellbeing



Guidance on good posture and seating.

 Vans are fitted with heated 10-way adjustable driver's seat with lumbar support.

 Issue a Quarterly Newsletter providing recommendations on diet, health and fatigue management.







Driver Safety



- Lone Working Environment is supported by 24x7 Control Centre.
- Each Driver is issued with a Guardian 24 MicroGuard (Lone Worker Safety Device combining the latest GPS, GPRS and fall alarm technologies).
- GoSafe vehicles are roadworthy, maintained and serviced regularly (every 25K KM)
 using our telematics maintenance systems to schedule the service.
- All road traffic collisions and incidents undergo investigation by our QHSE Manager for training and corrective action implementation.
- All our vehicles are fitted with 360° CCTV Coverage so we can review our driver's behaviour in conjunction with the Driver for training purposes and to address any third party incident reports.







GoSafe Vehicle











Our Primary Vehicle

- Ford Transit Custom EcoBlue 2.0 litre TDCi 105 PS Engines (Euro 6 Emissions Standards).
- Vehicle Specification includes:
 - Adaptive Cruise Control
 - All Weather Tyre for Winter Season
 - Collision Avoidance using radar and a camera
 - Lane Keeping Alert with Driver Alert
 - Rear View Camera and Parking Sensors
 - Traffic Sign Recognition
 - Tyre Pressure Monitoring System
 - Above is in addition to the following features of Auto-Start-Stop, Air Conditioning, Emergency Brake Assist, Electronic Stability Control, Hill Start Assist, Load Adaptive Control, Roll-Over Mitigation, Seat Pack 16 (including Curtain & Thorax Airbags, Heated Driver's Seat) & Traction Control.
- * Our next generation of vehicles will have Pre-Collision Assist with Pedestrian Detection and Active Braking aka Volvo XC60.









- All GoSafe vehicles are fitted with Telogis Telematics Systems.
- A Telogis SmartPhone APP allows drivers to complete their Driver Vehicle Inspection Report before commencing and post finishing their journey.







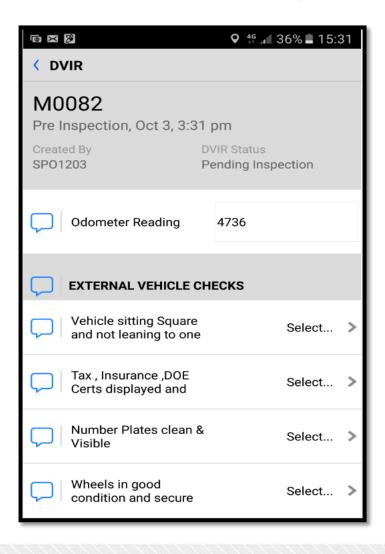




DVIR Completion

- External Vehicle Checks
 - Lights
 - Tyres
 - Cleanliness of Vehicle
 - Bodywork undamaged
- Mechanical Vehicle Checks
 - Brakes
 - Oil & Fuel Levels
 - Driving Controls
 - Seatbelt
- Equipment Checks
 - Safety PPE Equipment
 - First Aid Kit
 - Smoke Alarm Check







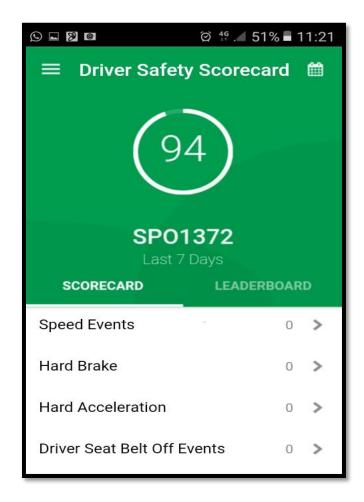






- The Telogis Telematics system monitors driver behaviour including seat belt use, speed, hard acceleration and aggressive braking.
- GoSafe employees get instant invehicle audible feedback following any erratic driving behaviour.







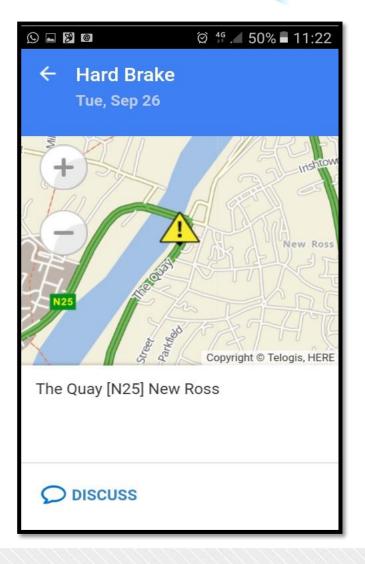




Working Example

 Driver(s) has the opportunity to add his/her comments to an incident which can be verified via Van CCTV in agreement with the Driver.







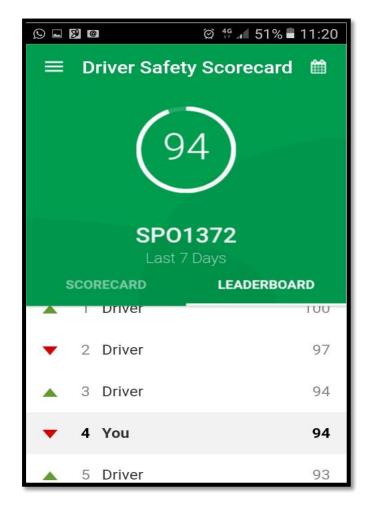




Telogis Telematics II

 Drivers are scored on a daily basis and they can compare their score to their colleagues.







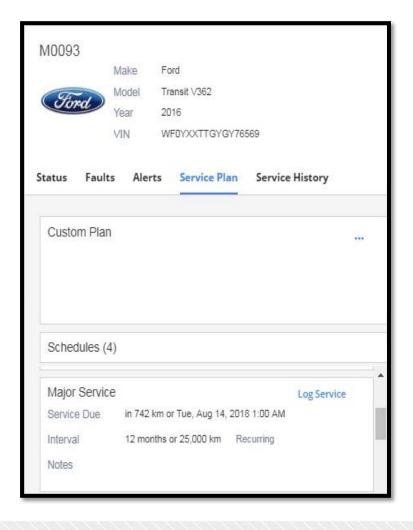






go Safe

 The telematics system provides 'Pro-Active Maintenance Reporting' and also allows you to schedule standard servicing, CVRT Inspections and Road Tax Renewals.











Benefits Achieved

- Greater employee satisfaction and retention
- Commercial Fleet Insurance Premium
 - Flat in 2016-2017 based on Vehicle Count
 - Reduced in 2017-2018 based on Vehicle Count
- Improved KM per litre of fuel, annualised savings of €25k
 - From 10.6 KM / Litre in August 2016
 - To 12.4 KM / Litre in August 2017
- Reduced Employee Back Injuries
 - Batteries are externally charged, no more lifting of batteries
 - Heated Seats with 10 Way Seat Adjustment with Lumbar Support
- Road Traffic Accidents per 1.98 Million KM driven per annum (excluding Wing Mirrors)
 - 2015 -> 02 RTA;
 - 2016 -> 01 RTA;
 - 2017 -> 00 YTD









2018 Forwards

- Address any gaps to ISO 39001 Road Traffic Safety Management Systems
- Embed Road Safety Ambassadors culture
- Complete Advanced Driver Train the Trainer for our Logistics Manager & QHSE Manager
 - Advanced Driver Trainers to train all Drivers to Advanced Driver Standard (Tag Team)
 - Drivers to be internally tested







What message do you want to give your drivers?

Everyone home safe, every day







Deirdre Sinnot McFeat

Senior Policy Inspector Health and Safety Authority







Concluding remarks

Tackling Killer Driver Behaviour Driving for Work Seminars
October 2017





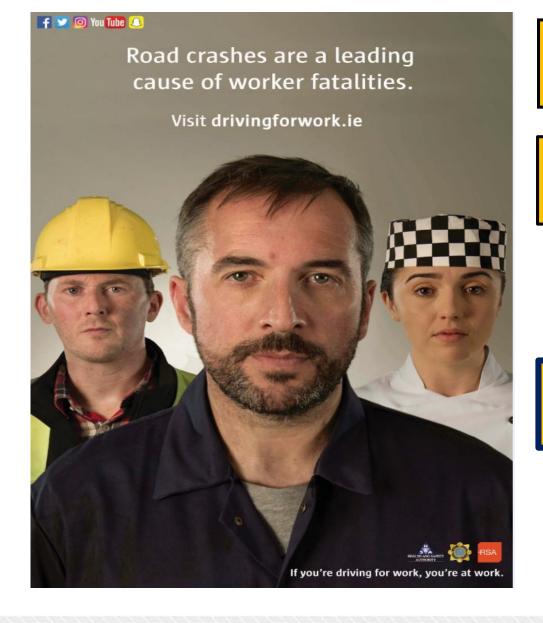












Over **25,600 lives lost** on the road in the EU in 2016.

Up to 40% of all road deaths in EU work-related.

http://etsc.eu/tapping-the-potential-for-reducing-work-related-road-deaths-and-injuries-pin-flash-33/

23% of road deaths in Ireland work-related (2008 to 2011).

IOSH Fatal Collisions on the Road in Ireland







THE COST OF DOING NOTHING

VEHICLE COSTS



Recovery and storage



Repairs



Downtime and replacement



Reduced resale value



Reduced leased vehicle life



insurance excess and premiums

DRIVER COSTS



Loss of expertise



Lost productivity due to injury or absence



Replacement driver – overtime, temp



Medical and welfare



Compensation



Counseling, Reassessment/ training

http://etsc.eu/praise









BENEFITS OF WORK-RELATED ROAD RISK MANAGEMENT



Saving lives and reducing injuries



Reduced repair bills



The potential for lowering of insurance premiums



Promotional purposes



Access to tender processes / new market opportunities ISO 39001

Based on implementation of the ISO 39001 road safety management scheme



Demonstrate commitments and enhance reputation



Mechanism to comply with legal requirements



Reduce risk of injury claims



Consistency of approach within and across organisations



Differentiation in the market place / market advantage

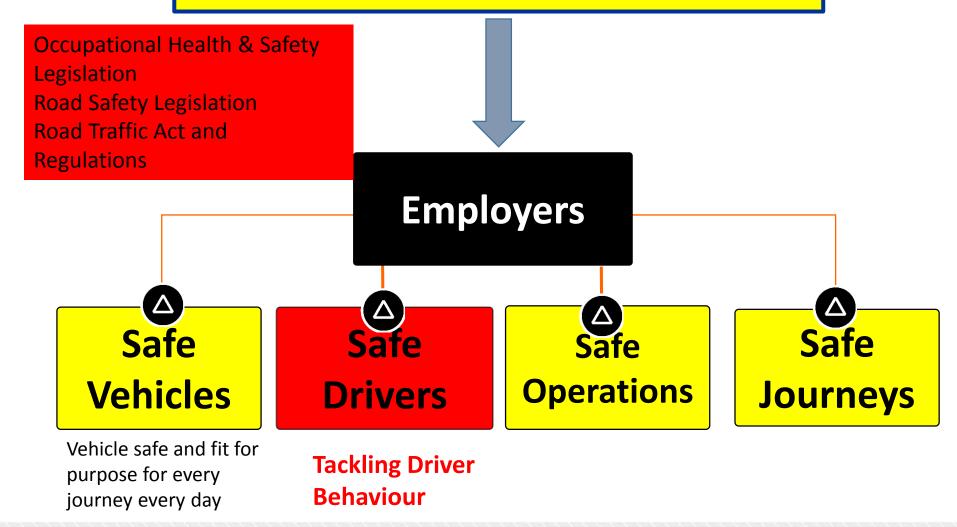
http://etsc.eu/praise







Safe Systems Approach









Employee Duties

Section 13 of Safety Health and Welfare at Work Act 2005

Comply with relevant statutory provisions

Employees have duties to take reasonable care of themselves and others affected by their acts at work



Take reasonable care

Attend training

Not endanger self

Follow instructions

Not endanger others

Cooperate



Make correct use of article or substance

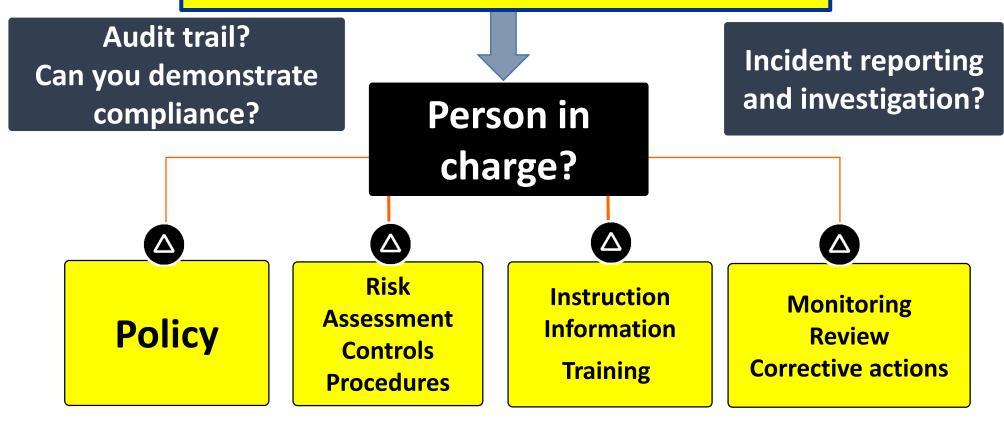
Use Vehicles safely and not engaging in improper conduct







Are you doing enough?



Key elements of risk management system







Your "Vital Signs"















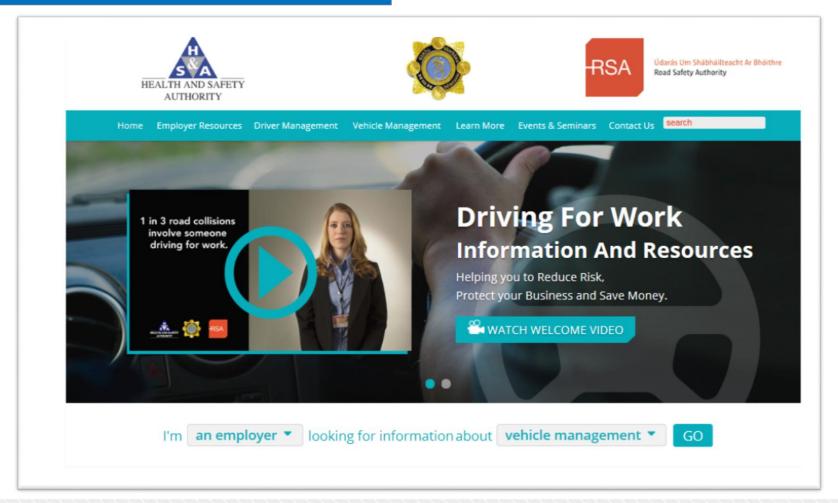






Resources to help you

www.drivingforwork.ie









Managing Driving for Work



Information leaflet

To educate employers about safe driving for work practices and the benefits of implementing driving for work risk management practices









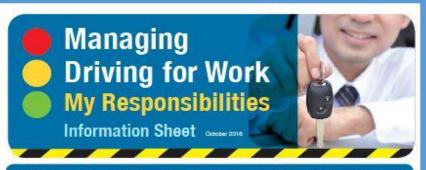
FREE online course

www.drivingforwork.ie









This information sheet will help you learn about the relevant legislation, duties of employers, and how to implement a safe systems approach to managing driving for work. It will help:

- employers who provide staff with vehicles (including powered two wheelers) to drive for work,
- employers who provide staff with bloydes to use for work,
- self-employed people who drive vehicles or ride motorcycles or bicycles for work,
- employees who drive their own vehicle for work.

This information sheet complements the Managing Driving for Work e-learning course which can be found at www.drivingforwork.ie.

Driving for work involves a risk not only for drivers, but also for fellow workers and members of the public such as pecketians and other road users who share the road space. People who drive for work have a higher collision rate than the general driving population, even after their higher mileages are taken into account.

As an employer or self-employed person, you have a legal duty to manage the risks that employees face (and create for others) when they drive for work. Businesses, employees and the community all benefit from safe driving for work.

You should have systems in place to make sure that employees comply with your driving for work policies. Employers cannot directly control road or weather conditions, but they can influence the way their employees act and behave on the road.

What the law requires

Health and Safety law applies to driving for work in the same way as for all work activities. As an employer, you should have a safety management system in place for managing all work related risks. Driving for work risks should be managed as part of this system. You must also make sure your employees are:

- legally entitled to drive the vehicle they are using,
- using a vehicle that is safe and roadworthy,
- · trained, competent and fit to drive their vehicle safely, and
- · using their vehicle safely.

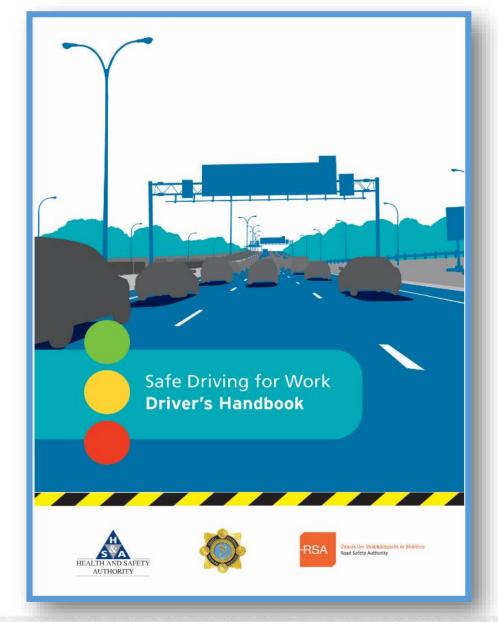






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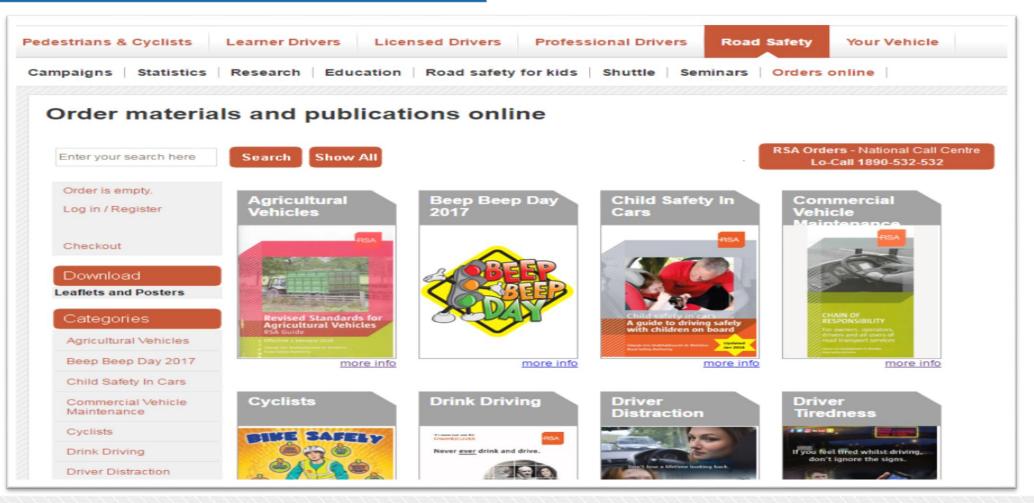






Order Resources Online

www.rsa.ie









National Road Safety Education Service



Available to educate your employees on:

- Speed & Speeding
- Seatbelt Wearing
- Drink Driving
- Drug Driving Illicit or Prescription
- Driver Distraction
- Driver Fatigue
- Tyre Safety
- Vulnerable Road User's















Thank You

Further information

Driving for work risk management resources can be accessed at www.drivingforwork.ie

Health and Safety Authority at www.hsa.ie

Road Safety Authority at www.rsa.ie

An Garda Síochána at www.garda.ie

















